



Restaurant & Cafe Signage Guide

A practical guide to planning
impactful signage, branding and
customer-facing communication spaces.



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If they can't see you, they'll never taste you

What you get from this guide

A shopfront-to-washroom signage map for cafes and restaurants, so people notice you from the road, walk in, and leave with a photo worth posting.

THE BIG IDEA

If your cafe looks ordinary from outside, people may never taste your food.

Food businesses live and die on first impression and footfall. The right signage pulls people off the road by day, glows by night, and gives them a corner they want to photograph and tag.

Signage you need to plan

- ☐ Main shopfront signage
- ☐ Menu board
- ☐ Neon / feature signage
- ☐ Interior wall branding
- ☐ Direction signage
- ☐ Washroom signage
- ☐ An Instagrammable branded corner
- ☐ Strong night visibility
- ☐ Takeaway counter branding

What makes it work here

- Win the road first: bold, lit, readable at speed
 - Make the menu board easy to scan in seconds
 - Design one corner specifically to be photographed and shared
 - Keep night visibility as strong as day visibility
 - Carry the brand all the way to the washroom, details build trust
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YOUR NEXT STEP

Make your cafe impossible to miss

ThinkTree designs cafe and restaurant signage that pulls footfall and photos.

Send a photo of your shopfront and we'll show you what it can become.

Talk to ThinkTree

Email studio@thinktree.in

Web www.thinktree.in

Mo. +91 98930 03600

Share your site location, a rough size, and a photo of your current signage and ThinkTree will come back with a practical plan.
